

**MINUTES OF THE PROCEEDINGS
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN
IN THE COUNTY OF SCOTT
JANUARY 15, 2019**

Present: Ron Jabs, Ray Sandey, Tanya Velishek, Amanda Schuh and Ryan Dahnert

Absent: Dr. Chuck Cook

Also Present: Tom Nikunen, City Administrator and Addison Lewis, Planner/Economic Development Specialist

1.0 CALL TO ORDER

Chair Jabs called the meeting to order at 6:30 p.m.

2.0 ADOPT AGENDA

Motion by Velishek to adopt the agenda, second by Schuh. Vote all ayes. Motion approved.

3.0 ELECTION OF OFFICERS

A. Chair

B. Vice Chair

Motion by Sandey, second by Schuh, to appoint Ron Jabs as Chair and Ryan Dahnert as Vice Chair of the Economic Development Authority. Vote all ayes. Motion approved.

4.0 APPROVAL OF MINUTES

A. October 16, 2018

Motion by Velishek, second by Dahnert, to approve the minutes of October 16, 2018. Vote all ayes. Motion approved.

5.0 NEW BUSINESS

A. 2019 Strategic Plan Review

Planner Lewis provided an overview of the 2019 EDA Strategic Plan. The EDA is asked to review and amend the Strategic Plan as necessary.

Chair Jabs addressed the 169/282/9 interchange. Jabs inquired about what the EDA's involvement should be in the project. Jabs added that it is his understanding a lot of discussion with Scott County and the TAC has taken place and the City Council has adopted a recommendation. Jabs said he anticipates the design will have implications for the success or

failure of our commercial district. Jabs said the EDA has received progress reports but no analysis on the design. Jabs asked what the status of the project is and what the EDA's role should be going forward.

Administrator Nikunen said that the City Council decided to take the lead on this project. They had two council members that were also on the EDA who were on the TAC. Information was sent to surrounding property owners and businesses and the city did not hear very much negative feedback. Nikunen added that many of the nearby businesses have been met with several times to discuss the design. The Council voted 6-1 to support the design recommended by the TAC.

Jabs said he does not have a preconceived notion of whether the selected design is good or bad. He said his concern is that although two council members from the EDA were on the TAC, the overview presented to the EDA was very limited. Jabs added that he felt it should have been an agenda item where it was discussed more in depth.

Sandy said he believed the EDA kept the project alive and in front of the Council. Dahnert said he believed the EDA reviewed the various layouts last year.

Nikunen said the Council did not mean to offend the EDA but the Council selected a process and felt they got sufficient input from the businesses. Nikunen said Wolf and Radermacher's were complimentary of the outreach that was done. Nikunen stated that in the past, there has been difficulty in getting all three agencies to agree and there was an opportunity for that here. There may still be opportunities for input from the EDA.

Sandey asked about the timeline for the roundabout at Creek Lane and 282. Nikunen said that would be in 2020.

Dahnert said he was pleased with the outcome, adding that there were eight options that were analyzed with all three agencies involved and consensus was reached. People want to see this get done. Dahnert said that he'd like to see how we can start marketing sites for development now that we have an interchange.

Nikunen said the next step is to do the environmental studies, which Scott County will pay for. At the second meeting in February, the Council will consider a cooperative agreement with Scott County for services with Kimley Horn.

Sandey said that he informally had conversations with both bank presidents and they gave it a thumbs up. Sandey added that it has been interesting to watch the posts on social media.

Nikunen said we are trying to get as much done around the round about as possible so that at the time of the interchange, there will be fewer impacts.

Jabs said he has no concern with the roundabout and commended the city for reaching consensus with Wolf and Radermacher's. Jabs said he is a little concerned that traffic heading northbound on 169 from the north side of the city has to come across 282 and go through the roundabout at Creek Lane. He also asked how the design would impact land just north of the highway.

Nikunen said most of that land is already wetland. The County wanted the option to be able to go over the railroad tracks.

Sandey asked if the roundabout at Creek Lane and 282 would be two lanes. Nikunen said it will be designed to be upgraded to two lanes but MnDOT doesn't support doing two lanes until it is warranted.

Schuh said she believes it makes sense to keep this item on the Strategic Plan.

Dahnert asked if there was anything the EDA could do to help. Nikunen said not at this point. The County is paying for the next step and after that we will need help with lobbying. Jobs added that we could play a role in pushing to get the railroad overpass incorporated if we felt it was in our best interest.

Jobs asked if there were other comments on the Strategic Plan. Nikunen said other ideas previously discussed included marketing videos to help attract a specific business we'd like to see.

Dahnert asked about the item that mentions marketing property outside city limits. Sandey said that there is property just outside the city limits that could be easily annexed and developed.

Dahnert asked about the item that mentions analyzing market forces. Sandey said that would be something like a market study the EDA could help pay for.

Motion by Velishek, second by Schuh, to approve the 2019 EDA Strategic Plan as presented. Vote all ayes. Motion approved.

6.0 OLD BUSINESS

A. Pre roll marketing campaign with Spectrum Reach

Planner Lewis stated that the City's contract with Spectrum Reach for a pre roll marketing ad came to an end at the end of 2018. The City was paying \$500 per month for 20,000 impressions per month. The EDA is asked to discuss whether they would like to continue the service or upgrade for more impressions per month.

Dahnert said he's not sure if people know they can click on ads. He said we're paying \$9 a click and \$0.42 per view, which isn't too bad. He said he hears people ask "Where is Jordan?" so the value is reaching people that don't know we're here.

Lewis mentioned that the City also previously did an online ad for the Parade of Homes and that is an option as well.

Dahnert asked how many parade homes we will have. Nikunen said Lennar will have a few in Stonebridge and Bridle Creek should have a few. Dahnert said he thought it made sense to continue at the level we're at currently for the Spectrum Reach pre roll ad.

Sandey said he liked the idea of doing another ad with the Parade of Homes. Dahnert said we need to update the ad since this one doesn't jump out at you. Dahnert said he thought it should be a picture of a house under construction. Schuh asked if you could pay per click. Lewis said no and that we just pay for the length of time the ad is hosted on their website. Schuh asked if other cities do marketing like this. Lewis said that most do not although we were put in touch with Spectrum Reach through staff at the City of Lonsdale, which does a pre roll ad as well as TV advertising.

Jabs asked about the billboard sign by 169 and if there is a plan to refresh that. Nikunen said a new sign has been ordered.

Dahnert said he'd like to see the EDA spend more money on visual identity, such as colors, logo, and branding so that it is all consistent. Dahnert said he thought something like that might cost around \$5,000.

Jabs asked what the message is for the new billboard. Nikunen said we updated the pictures and made the letters bigger.

Sandey suggested waiting on the pre roll ad and have that start April 1st and increasing the radius to 10 miles. The EDA recommended bringing this back at the next meeting.

Motion by Dahnert to approve the parade of homes ad for \$2,600, second by Schuh. Vote all ayes. Motion approved.

7.0 MANAGEMENT REPORT

A. General Management Updates

Nikunen said that staff has been meeting with interested hotel developers for the City owned property in the Whispering Meadows development. Nikunen said we may come back at the next meeting with an agreement to hold the property which would allow the developer to pursue further due diligence.

Planner Lewis said that staff has been working on a community profile which would serve as a handout when meeting with interested developers.

Schuh asked what the status is of the Chamber. Nikunen said the Chamber is no longer in existence. Cheryl Hawkins is still sending out emails regarding local business events.

Dahnert asked if merging with other area and regional chambers would be a good idea. He said it would be nice to have some kind of chamber in Jordan.

Nikunen said the hard part is that no one wanted to be a member of the chamber. The businesses don't want it. Sandey added that they don't want to be active in it. Jabs said downtown businesses were never excited about it. Dahnert said he believes that is why some of the marketing needs to fall on the EDA.

Jabs asked what it would take for the city to take over or assist to fill the void. Dahnert asked if there is still a chamber in existence with a bank account. Nikunen said there are no officers. Jabs said it wouldn't qualify as a 501c3. Dahnert asked how we get the chamber going again or if that should be the Commercial Club. Sandey said he sees the EDA being the leader in filling the void more than the Commercial Club.

B. Next Meeting- February 20, 2019

8.0 CITY COUNCIL MEMBER UPDATE

9.0 COMMISSIONER MEMBER REPORT

10.0 ADJOURNMENT

Motion by Dahnert to adjourn, second by Sandey. Vote all ayes. Motion approved. Meeting adjourned at 8:33 p.m.

Tanya Velishek, Mayor

ATTEST:

Tom Nikunen
City Administrator